

Test your knowledge of pages 75 through 90 in Quiz Yourself 2-2.



### QUIZ YOURSELF 2-2

**Instructions:** Find the true statement below. Then, rewrite the remaining false statements so they are true.

1. A blog is a Web site that uses a regularly updated journal format to reflect the interests, opinions, and personalities of the author and sometimes site visitors.
2. A Web browser classifies Web pages in an organized set of categories, such as sports or shopping, and related subcategories.
3. Audio and video files are downloaded to reduce their file sizes.
4. Popular portals include iTunes, RealPlayer, and Windows Media Player.
5. The more widely used search engines for personal computers are Internet Explorer, Firefox, Opera, and Safari.
6. To develop a Web page, you have to be a computer programmer.
7. To improve your Web searches, use general nouns and put the least important terms first in the search text.

**Quiz Yourself Online:** To further check your knowledge of Web addresses, Web browsers, searching, types of Web sites, elements of a Web page, and Web publishing, visit [scsite.com/dc2009/ch2/quiz](http://scsite.com/dc2009/ch2/quiz) and then click Objectives 4 – 9.

## E-COMMERCE

E-commerce, short for *electronic commerce*, is a business transaction that occurs over an electronic network such as the Internet. Anyone with access to a computer, an Internet connection, and a means to pay for purchased goods or services can participate in e-commerce (Figure 2-25).

In the past, e-commerce transactions were conducted primarily using desktop computers. Today, many mobile computers and devices, such as smart phones, also access the Web wirelessly. Some people use the term *m-commerce* (mobile commerce) to identify e-commerce that takes place using mobile devices.

Popular uses of e-commerce by consumers include shopping, investing, and banking. Users can purchase just about any product or service on the Web. Some examples include groceries, flowers, books, computers, prescriptions, music, movies, cars, airline tickets, and concert tickets. Through online investing, individuals buy and sell stocks or bonds without using a broker.

Three different types of e-commerce are business-to-consumer, consumer-to-consumer, and business-to-business. *Business-to-consumer (B2C) e-commerce* consists of the sale of goods and services to the general public. For example,



**FIGURE 2-25** E-commerce activities include shopping for goods.



Dell has a B2C Web site. Instead of visiting a computer store to purchase a computer, customers can order one that meets their specifications directly from the Dell Web site.

A customer (consumer) visits an online business through an **electronic storefront**, which contains product descriptions, images, and a shopping cart. The **shopping cart** allows the customer to collect purchases. When ready to complete the sale, the customer enters personal data and the method of payment, preferably through a secure Internet connection. Read Looking Ahead 2-2 for a look at the next generation of shopping carts.

Instead of purchasing from a business, consumers can purchase from each other. For example, with an **online auction**, users bid on an item being sold by someone else. The highest bidder at the end of the bidding period purchases the item. *Consumer-to-consumer (C2C) e-commerce* occurs when one consumer sells directly to another, such as in an online auction. eBay is one of the more popular online auction Web sites.

Most e-commerce, though, actually takes place between businesses, which is called *business-to-business (B2B) e-commerce*. Businesses often provide goods and services to other businesses, such as online advertising, recruiting, credit, sales, market research, technical support, and training. For example, some MasterCard and Visa credit card companies provide corporations with Web-based purchasing, tracking, and transaction downloading capabilities.

As an alternative to entering credit card, bank account, or other financial information online,

some shopping and auction Web sites allow consumers to use an online payment service such as PayPal or Google Checkout. To use an online payment service, you create an account that is linked to your credit card or funds at a financial institution. When you make a purchase, you use your online payment service account, which transfers money for you without revealing your financial information.



#### FAQ 2-8

#### Is it safe to shop online?

Not always. It always is best to conduct online transactions with well-established companies. If possible, research these companies and read about others' online shopping experiences before making a purchase. If you never have heard of a particular online business, do not entrust them with your credit card information. For more information, visit [scs.site.com/dc2009/ch2/faq](http://scs.site.com/dc2009/ch2/faq) and then click Online Shopping.



#### WEB LINK 2-5

##### PayPal

For more information, visit [scs.site.com/dc2009/ch2/weblink](http://scs.site.com/dc2009/ch2/weblink) and then click PayPal.



#### LOOKING AHEAD 2-2

#### Grocery Shopping with a Buddy



Finding items in the local grocery store may become quick and easy with the help of IBM's Shopping Buddy, a portable computer attached to a shopping cart.

Shoppers access the system by using their preferred customer card or a key. Once logged in, a miniature global positioning satellite system identifies their location in the store. As they roll down each aisle, the Shopping Buddy flashes an alert of sale items and favorite products. If they

are looking for a particular item, they can type its name or select it from a list, and the computer will display a map showing the item's location.

Shoppers can scan each item's bar code with a detachable wand, and the Shopping Buddy will keep a running total. They also can order deli items without standing in line and bag their items as they shop. For more information, visit [scs.site.com/dc2009/ch2/looking](http://scs.site.com/dc2009/ch2/looking) and then click Shopping Buddy.

### OTHER INTERNET SERVICES

The Web is only one of the many services on the Internet. The Web and other Internet services have changed the way we communicate. We can send e-mail messages to the president, have a discussion with experts about the stock market, chat with someone in another country about genealogy, and talk about homework assignments with classmates via instant messages. Many times, these communications take place completely in writing — without the parties ever meeting each other.

At home, work, and school, people use computers and Internet-enabled mobile devices so that they always have instant access to e-mail, mailing lists, instant messaging, chat rooms, VoIP (Voice over IP), FTP (File Transfer Protocol), and newsgroups and message boards. The following pages discuss each of these Internet services.

#### E-Mail

**E-mail** (short for *electronic mail*) is the transmission of messages and files via a computer network. E-mail was one of the original services on the Internet, enabling scientists and researchers working on government-sponsored projects to communicate with colleagues at other locations. Today, e-mail is a primary